

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
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STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
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WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

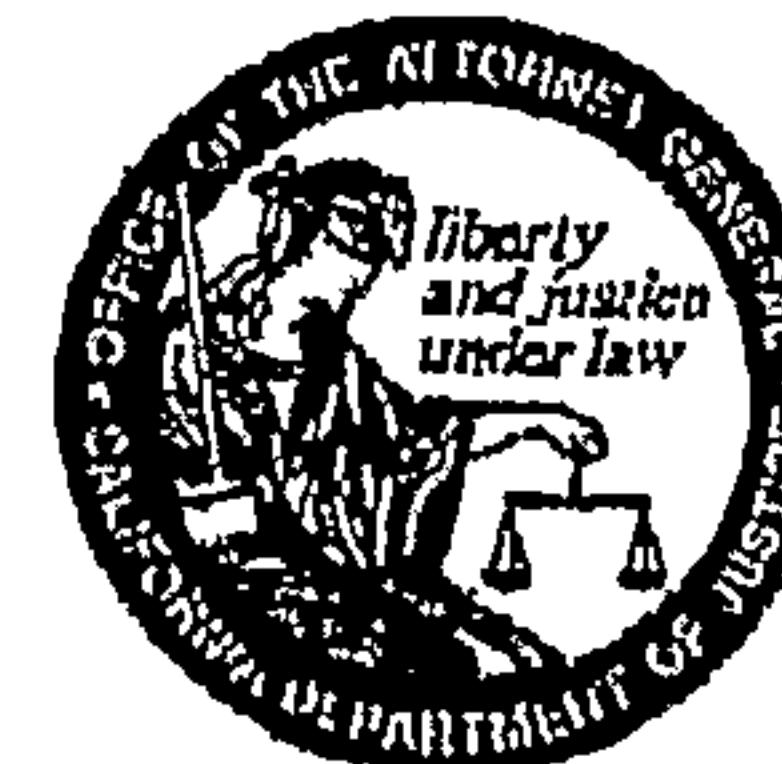
COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

Facter Direct, LTD

11500 West Olympic Blvd., Suite 540

Los Angeles CA 90064

Name and Address of Charitable Organization:

CT No. 103148 F.E.I.N. No. 131644147

Planned Parenthood Federation of America,

Name of Charity

434 W. 33rd Street

Address of Charity

New York NY 10001

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☐

Telemarketing held (on) (from) 7/1/2003, 20 to 12/31/2003, 20
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)
If other, provide brief explanation _____

Fee ☒ Percentage ☐
Other ☐

1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. _____
b. _____
c. _____
d. _____

G. TOTAL REVENUE

1,407,301.00 A.
____ B.
____ C.
____ D.
____ E.
____ Fa.
____ Fb.
____ Fc.
____ Fd.

1,407,301.00 G.

2. EXPENSES

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. _____
b. _____
c. _____
d. _____

N. TOTAL EXPENSES

PLEASE SEE ATTACHED
BREAKDOWN OF EXPENSES

____ K.
____ L.
____ Ma.
____ Mb.
____ Mc.
____ Md.

798,000.00 N.
798,010.00

RECEIVED
FEB 17 2004
Attorney General's
Registry of Charitable Trusts

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES**2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

Page 2

3. Amount to Charity (subtract line 2N from line 1G)

609,291.00 3.

4. Less additional fund-raising expenses paid by charity (to be completed by charity)

— 4.

5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)

— 5.

6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)

609,291.00 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Thomas Siegel

Printed Name

COO

Title

1/7/04

Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

FRANCINE STEIN

Printed Name

Acting VP Dev. 1-23-04

Title

Date

Signature of authorized officer/director (Charity)

JEFFREY MECHANICK

Printed Name

VP Bus Supp 1-26-04

Title

Date

SrCS & CFO

Facter Direct Ltd
Campaign Expense Allocation

	\$	798,010.00
Printing	\$	18,530.28
Postage	\$	46,721.69
Telephone	\$	43,898.57
Payroll	\$	273,211.33
Employee benefits	\$	20,322.18
Rent	\$	43,588.85
Office manager	\$	94,588.46
Utilities	\$	9,959.06
Equipment	\$	9,643.40
Recruitment	\$	6,792.86
Computer Programming	\$	5,769.74
Office expenses	\$	179,714.48
P.S. Fee/Profit	\$	45,269.12
Total	\$	798,010.00